

Application Summary Sheet

Form A

ARIZONA COMMISSION ON THE ARTS

Applicant: Flagstaff Symphony Orchestra	Application Number: 331-05
Project Dir.: Kathryn A. Joyce	Category: DANCE ON TOUR
Phone: (928) 774-5107	Project Title: Dance on Tour
FAX: (928) 774-5109	
E-Mail: kjoyce@flagstaffsymphony.org	
Website: www.flagstaffsymphony.org	
	Discipline: 021
	Project Discipline: 01
	Activity Type: 20
	Legislative Dist: 002
	Congressional Dist: 001
Address: P. O. Box 122 , Flagstaff, AZ 86002	
County: Coconino	
Authorizing Official: Kathryn A. Joyce	Applied Last Year: <input checked="" type="checkbox"/> Yes

REQUEST

Total ACA Grant Requested: \$5,000

Grant Amount Recommended: \$5,000

Previous Years Funded: ☒ FY2004
☒ FY2003
☒ FY2002

Rank: Y

Other applications from this organization: 330-05 GOS III
504-05 AZ ARTSHARE WC REERVES (MID)

Supplemental Materials: ☐ Slides ☐ CDs/Tapes ☐ Season Brochure ☒ Other: article outlining history
☐ Photos ☐ Video ☐ News Clippings

Panel Comments:

Flagstaff Symphony Orchestra, 331-05, Dance on Tour

Special and Unusual: Unanimous yes

Strengths:

J - Top international dance company coming to AZ - celebrate their coming.
Excellent role models for African Americans. Outreach by residencies in schools.
FSO has competent artistic director.
Great past dance presenting history - Twyla Tharp.
Music in Education outreach is very impressive in community.
Have really tracked what goes on with ticket sales - have paid close attention with what goes on, from marketing standpoint.
Doing a lot to build up to arrival of company.
Very creative, wonderful company, offering a lot to public. Have been successful in past. Quality impressive.
Orchestra working in dance area is filling a gap in the area.

Weaknesses:

J - Could use more corporate involvement in budget. No 3 year budget submitted.

Flagstaff Symphony Orchestra
Special and Unusual Statement

Project Grant – Dance on Tour
FY 2004 – 2005
55th Season
Grant request \$5,000

Normally, dance presentations are not the typical program for a symphony orchestra. The Flagstaff Symphony Orchestra has found a niche here in that there is a very supportive dance community in Flagstaff, and it is an excellent bridge to attract and develop new audiences for live performances for both dance and concerts. The success of this is reflected in the ticket sales totals, where season totals/numbers have increased 49% in two years. Subscription sales have increased by 20%.

The FSO has successfully drawn in large audiences to support these efforts, and it is a piece of the programming year that audiences have come to look forward to. As noted in the Article from the Arizona Daily Sun – the two events for 2003 that the community is still talking about are the presentation of Twyla Tharp and Ballet Arizona's *Nutcracker*. It is then, imperative that this be maintained and developed further.

This project will stretch beyond the concert hall as well. There will be multiple interactive events scheduled for the community during the month of January 2005 – being titled 'Dance on the Mountain' month. There will be films at The Orpheum with dance themes, essay contests for youth in the schools to win spots in workshops and a pair of tickets to the performance – this will be awarded to approximately 100 youth. In addition, there will be continued ½ price tickets for youth for the performance.

During the Alvin Ailey II ® Company's Residency, they will conduct four separate workshops and Master Classes at four separate venues. This will involve local dance programs, their studios and their students. In addition, there will be public sessions at Barnes & Noble and others.

This is a very special project for a symphony to embark on – and one that is developing into a very special tradition for the residents and visitors alike in Northern Arizona. The wonderful thing is that it gives our audiences a very special experience outside the normal offerings of a symphony. The community looks to the Flagstaff Symphony Orchestra as a presenter in a variety of performance arts.

FLAGSTAFF SYMPHONY ORCHESTRA
PO BOX 122 / 113-A E ASPEN AVE
FLAGSTAFF, AZ 86002-0122

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Flagstaff Symphony Orchestra - FSO

Contact Person: Kathryn Joyce, 928-774-5107

Project Title: FSO - Dance on Tour 2005 Residency w/ Alvin Ailey II ®)

Begin and End Dates for Project : January 1, 2005 thru January 31, 2005

Summary : The FSO Dance on Tour 2005 Residency is a project that brings a superlative level of dance to the community of Flagstaff, which includes multiple workshop/master class opportunities, performance of the Alvin Ailey II Company, general dance awareness activities through outreach efforts to promote January 2005 as 'Dance on the Mountain' month.

I. Artistic Quality and creativity of the project.

Mission: The Flagstaff Symphony Association, DBA the Flagstaff Symphony Orchestra (FSO): The FSO Mission is to support and maintain a symphony orchestra that presents musical programs to enrich the cultural life of Northern Arizona. The expanded Mission Statement includes: offering Music in Education (MinE) Initiatives that bring music (and other performing/cultural arts) programs into classrooms, community and the performance hall, offering community-based opportunities to bring underserved individuals into the concert hall, and to secure the funding necessary to maintain quality programs for the residents of Northern Arizona. The FSO is by definition, a music presenter; however, over the years there have been opportunities to embrace other performing arts and present them to audiences in the area. This is seen as part of the Mission relative to the 'cultural arts' and a strong vehicle for developing audiences in general.

Project Description: The FSO Dance on Tour 2005 Residency Project w/ Alvin Ailey II ® (chosen for their excellence, diversity and their mission: *'To promote the uniqueness of African American cultural expression and the preservation and enrichment of the American modern dance heritage,'* will cover the month of January 2005, culminating with their arrival and performance at the end of the month. The Company will be engaged in the planning process throughout. There will be several dance centered activities in the community of Flagstaff. During the course of the month of January, 2005, there will be 'Dance Awareness' Activities scheduled. These include, but are not limited to the following:

1. *Scheduled 'dance movies'* at the Historic Orpheum Theater in downtown Flagstaff.
2. *Curriculum materials* relative to the Modern Dance Movement sent to schools (public, private and charter) in the Flagstaff, Sedona, Verde Valley area. Included in the packets will be information about Modern Dance, the featured company of Alvin Ailey II ®), suggested classroom activities, writing topics and applications to submit an essay about the importance of "Dance in Our World" and answers to the question "Why I Want to Dance?" Each school (35) will be invited to submit the top three essays to the FSO. From that candidate pool, 15 non-dance students will be invited to attend one of the workshops, and they will each receive two (2) tickets to the Alvin Ailey II ®) performance scheduled for Thursday, January 27, 2005. (Dance students will already be involved.)

3. *Public Sessions* at Barnes & Noble Bookstores, and others, where they will feature Alvin Ailey II ® during the 'Dance on the Mountain' month featuring the dancers in the stores.

4. *Workshops and Master Classes* will be held for dance students (est. 180) in the area. All dancers (14) with the Alvin Ailey II ®) Company will be participating. They will present these classes/workshops at four different venues.

The funds from the Arizona Commission on the Arts will help to offset expenses for this program and series of activities presented to the youth in the Northern Arizona communities.

II. Ability of the project to serve the needs of the community:

The Northern Arizona community, although rural in nature, has an active audience for dance. There are approximately 80,000 residents in Flagstaff representing a diverse population of White, Hispanic, Native American, Black/African American and Asian. The FSO audiences have been growing steadily over the past two years (see Audience Summary, support item 'A'). This is due to a broader outreach efforts that communicate more effectively about the diverse programming, quality and special ticket prices designed to attract young people and individuals who are new to symphony performances in general. The venue, Ardrey Auditorium, seats 1,492 - and single ticket sales this year will top \$100,000 - that is up from \$ 52,000 in 2002.

There were several key criteria used in selecting the Alvin Ailey II @ Company as the resident guest artists for this project. One, was their ability to present an art form unique to American culture; two, for the ethnic heritage and mission to promote African American dance; three, their willingness to participate in an active outreach to dancers and non-dancers alike - especially focused on the youth in the community; and four, their level of excellence in their performances. Within the structure of the 'Dance on the Mountain' month, all of the public, private and charter schools in the area (35) will be invited to participate. The project's scope is to attract both dance students and those who are new to dance, with a goal of teaching appreciation for the art form. (Note description section I.) The total number of students reached through the project exceeds 14,000; however, once the direct participants filter out, there is expected to be a total of 180 in the workshops, several hundred in the 'Essay Competition', and 400+ in attendance the night of the concert. (Typically, at symphony concerts, our 'Youth' ½ price tickets have numbered in the 200's. There is expectation that this event will draw in more due to the month-long project.)

Presenting artists with such a clearly diverse profile, is very healthy for the community. It opens up another world that is not typical for Northern Arizona. The entire 2004 - 2005 FSO Season reflects that goal. (See Arts Programming, support item 'B'). In addition, it is felt that presenting dance helps to build the FSO audience by offering other performance arts in addition to music. All workshop participants will be asked to evaluate their experience: students, teachers, and parents.

This will help determine how to plan for similar projects in the future. Of course, audience numbers the night of the performance will complete the picture - the impact.

As the project continues to develop, the dance programs in the community: NAU Prep School, Canyon Movement, Flagstaff Arts and Leadership Academy and Coconino Community College, will be involved in the workshop planning. These are also the sites for the workshops. The Master Classes will be held at Ardrey Auditorium on the NAU Campus. In addition, Dr. Kevin Brown, Superintendent of the Flagstaff Unified School District, will be assisting with the FUSD participation, and the other numerous charter and private schools will join in.

Promotion of the project is multi-faceted. There will be postcard mailers, Mountain Living Magazine articles and advertisements, building banner on Ardrey Auditorium, KNAZ TV, KNAU - NPR affiliate, KVNA, KAFF radio (with interviews and radio spots), The Arizona Daily Sun, Red Rock News, Cottonwood Independent (all with earned and paid for media.) In addition, the direct mail packets to the schools outlining the project activities. Other partners in the project including but not limited to The Orpheum Theater, Barnes & Noble... will be promoting the event(s) that they are directly involved in.

III. Managerial /administrative ability of the applicant organization to carry out arts program and properly administer funds granted.

The FSO is professionally staffed with a full-time Executive Director who has extensive experience in administering a variety of programs and activities: including arts presentations, educational programs and audience development initiatives. Kathryn Joyce will be acting as the contact person, and key event planner for this project. In addition to Mrs. Joyce, there is a full-time Marketing Director, Kathleen Seekatz; a two-thirds time Operations Manager, Karl Keim; a half-time Business Manager, Holly Taylor; and a newly created position of Education Coordinator, Cindy Gould. All have been with the organization for a minimum of two years, one for eight years. The new Education Coordinator has performed with the FSO for 12 years. The level of professionalism and corporate knowledge will ensure that the program is guided and administered successfully.

In determining the level of success of the project, attendance numbers reveal a great deal, and the evaluations that participants in the workshops will be asked to submit. In addition, all of the collaborators will be asked to attend a final 'Wrap-Up' meeting to assess if the project helped them, if they enjoyed participating, and if they would be interested in doing so again.

IV. History of the organization in presenting, producing or serving the arts.

The Flagstaff Symphony Orchestra is entering its 55th Season. The FSO has a long relationship in Northern Arizona as a presenter of concerts with increasing quality and excellence. Having been chartered in 1946, first performances were given in 1948 at the barn on the Pollock Farm. Subsequently performances were held at Babbitt's Hardware store and local churches, Procnow Auditorium on the campus of NAU and eventually the present home at Ardrey Auditorium at NAU. In recent years, the FSO has had the opportunity to present dance as an option in January when many orchestra members are still on winter holiday. The FSO presented Twyla Tharp Dance in January 2003, and Ballet Arizona in December of 2003 - bookending the year with sold-out performances. Although atypical for an orchestra to present dance, the FSO is pleased to be able to act as a presenter for other performing art forms being careful not to distill the original mission of the organization.

The previous presentations of dance have demonstrated that the community is supportive of these offerings, and it assists the FSO in developing audiences for the orchestral performances. In addition to the fine performances of the superlative guest artists that the FSO has engaged (See Arts Programming, support item 'B'), the FSO's offerings in Music in Education have enabled a great many more youth to attend and be interested in attending FSO events. Through the Strings Initiative, Dress Rehearsal Opportunities, Master Classes, Workshops, ½ price tickets for youth, Curriculum in the Schools, Young People's Concerts, Lollipop Concert and Ensembles in the Schools - the FSO is steadily growing its audience and supporters - for the next 50 years.

Project Budget

Outline below the budget for the specific project described in this application. Itemize expenses in each category. Refer to the Glossary for explanation of terms. Please round numbers to the nearest dollar. *This form automatically calculates totals; the "0"s will change to totals once you've entered your figures. Tab through entire form to get accurate totals.*

EXPENSES

Cash Income

Revenue (earned income - cash only)

Expenses (cash only)

9. Admissions \$ 20,000

single ticket \$ 9,000
subscription \$11,000

Salaried Personnel/Staff

	%	\$
a) Administrative # of staff		750
b) Artistic # of staff		
c) Technical/Prod # of staff		250

2. Contracted Services

a) Artists - Alvin Ailey II (r) \$ 14,500

10. Contracted Services

b) Consultants/Other Experts \$

11. Other Revenue \$ 5,000
Concert Sponsor

3. Production Expenses

\$ 2,500

Ardrey Staff - for load in and tear down

Sound equipment set up for Ailey II music - Clear Aire \$ 800

Support (contributed income)

4. Space Rental

\$ 1,000

Ardrey Auditorium (4 days)

Use of venues for workshops 4 @ \$250 ,000

13. Foundation Grants

5. Travel

\$ 3,500

16 air fare: 14 dancers, 2 tech
Ground transportation - 2 vans through Budget Rental 4 days

Lodging - special rate through Embassy Suites \$ 1,500

14. Other Private Contributions

6. Marketing/Promotion multiple media

\$ 5,500

Government Support

a) Federal	\$
b) Regional	\$
c) State (do not include this request)	\$ 1,600
d) County	\$
e) City	\$

7. Remaining Operating Expenses

\$ 100

office supplies, phone etc.

catering for dancers 200

Total Government Support

\$ 0

8. Total Cash Expenses (Total Items 1 thru 7)

\$ 31,600

16. Applicant Cash

\$

17. Cash Income Without Grant (Total items 9 thru 16)

\$ 0
26,600

18. Grant Amount Request

\$ 5,000

19. Total Cash Income (Total Items 17 and 18)

\$ 31,600

NOTE: CASH EXPENSES MUST EQUAL CASH INCOME